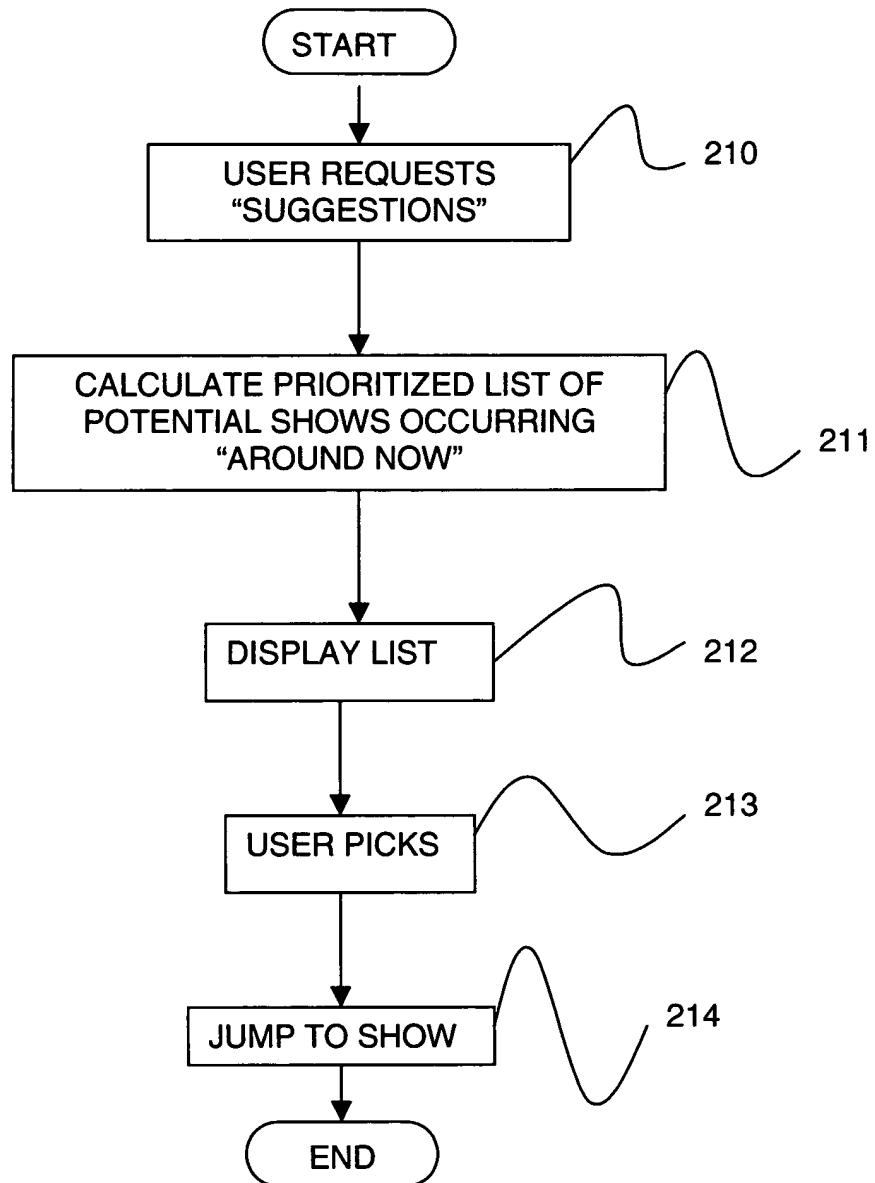


FIG. 1

FIG. 2A



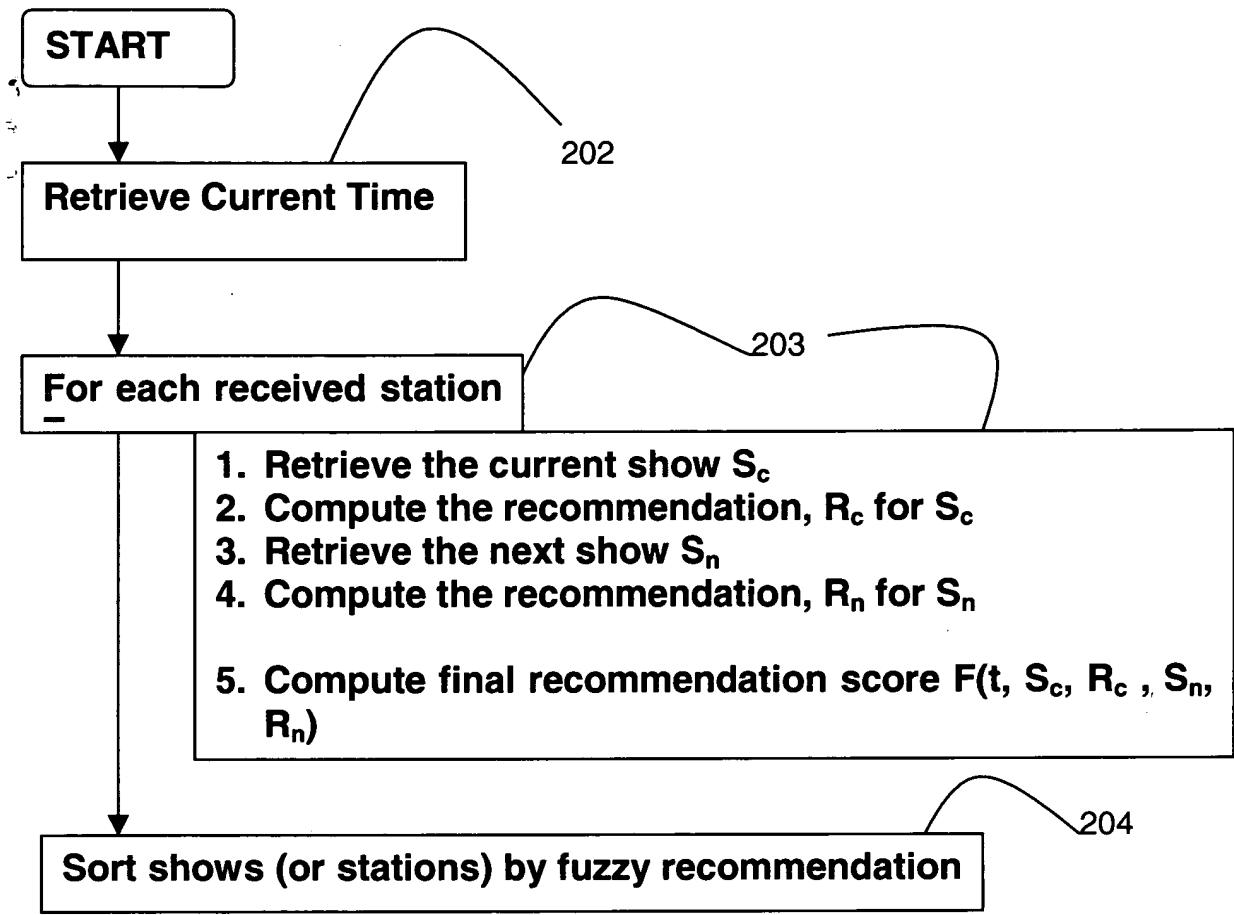


FIG. 2B

## FIGURE 3A

Simple list – sorted by final suggestion strength. For Oct 17, 2000 8:55 pm

1. Presidential Debate (starts in 5mins), ABC-7
2. Baseball Playoffs, Yankees v. Mariners (started at 8), NBC-4
3. X-Files (starts in 5 mins), FX-63
4. Cops (starts in 5 mins), KTBC-64
5. Dark Angel (starts in 5 mins), Fox-5

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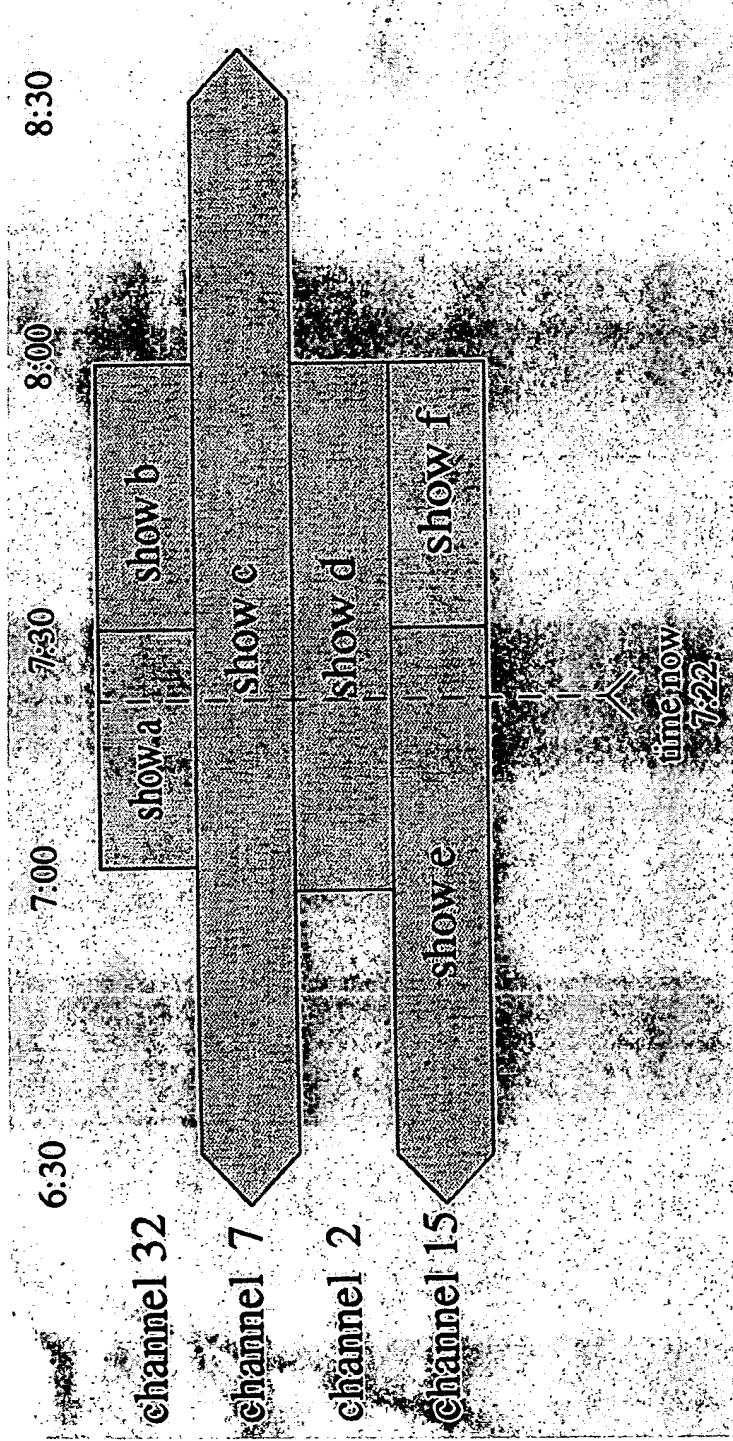


FIG. 3B

00000000000000000000000000000000

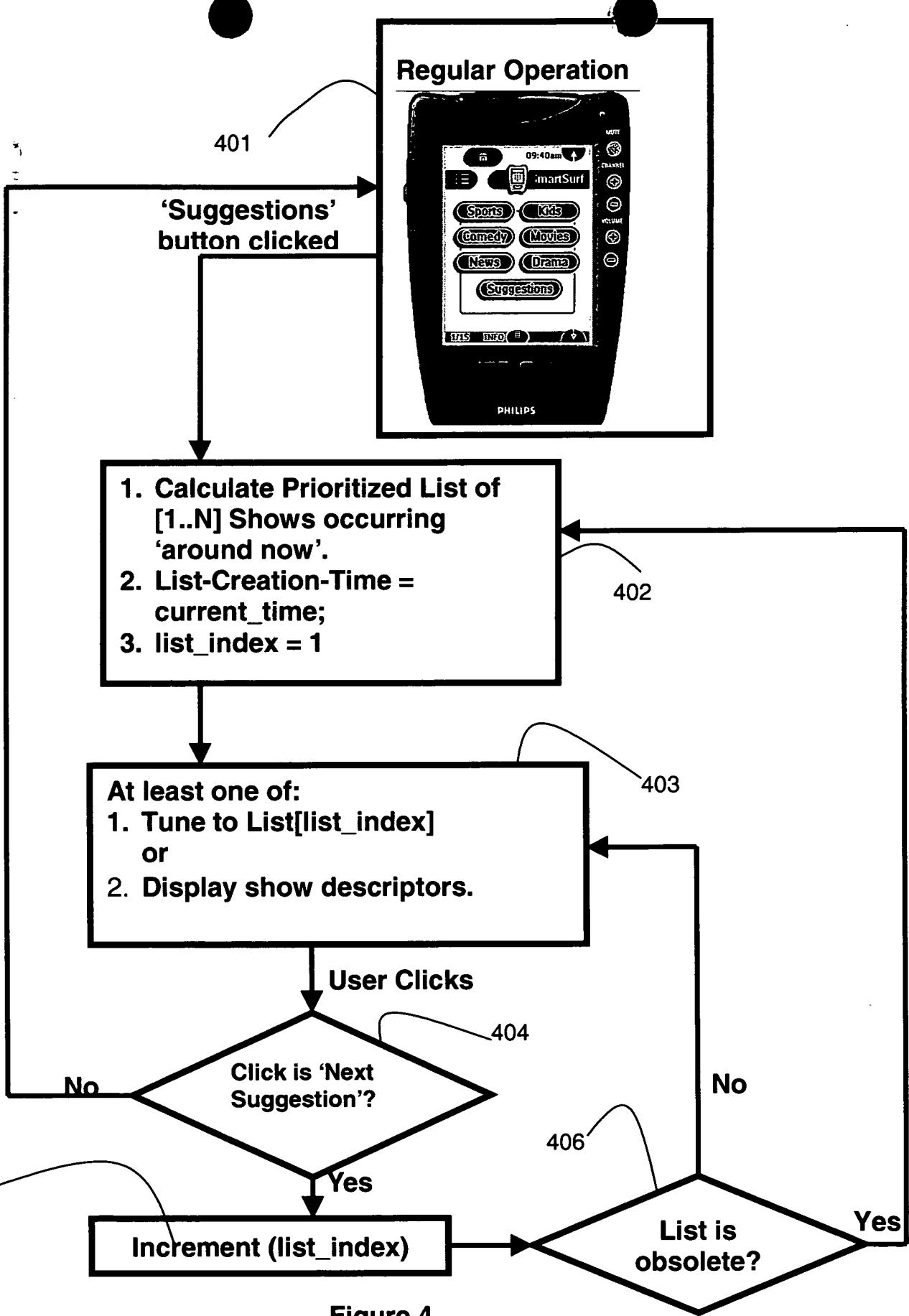


Figure 4

FIG. 5

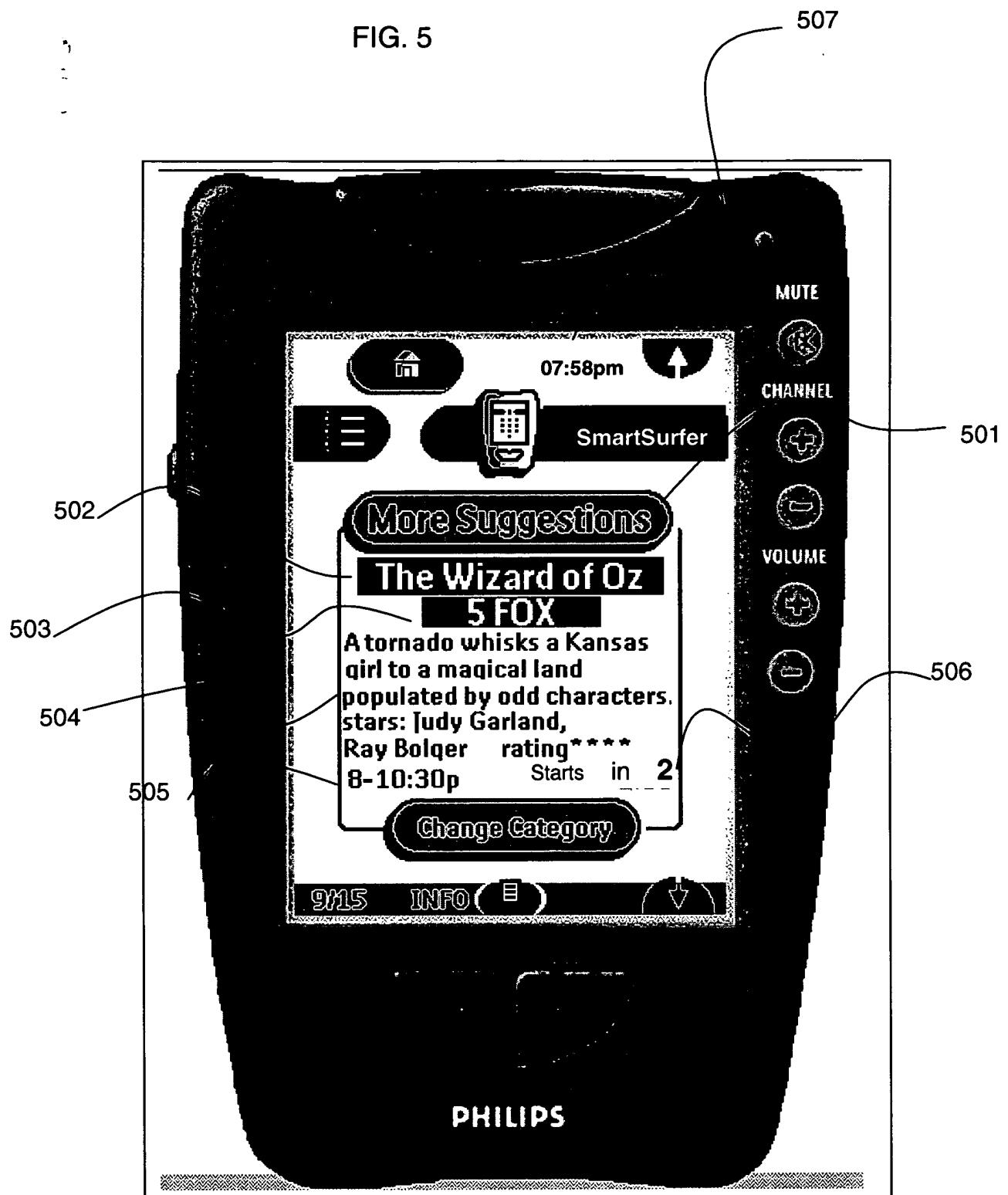


FIG. 6

$$w = f(\text{current\_time}, \text{start\_time}, \text{end\_time}, \text{length}) \quad (1)$$

$$\text{final\_recommendation} = w * \text{nominal\_recommendation}(\text{personal\_profile}) \quad (2)$$

$$\text{nominal\_recommendation}(\text{user\_selected\_category}) = \begin{cases} 1 & \text{if user\_selected\_category} \\ & \text{included in event's descriptive} \\ & \text{categories} \\ 0 & \text{otherwise} \end{cases} \quad (3)$$

$$w = f(\text{current\_time}, \text{start\_time}, \text{end\_time}) = \begin{cases} 1 & \text{if} \left\{ \begin{array}{l} (\text{current\_time} > \text{start\_time} - \text{waiting\_threshold\_time}) \\ \text{and} \\ (\text{current\_time} < \text{end\_time} - \text{undesirable\_show\_ending\_threshold\_time}) \end{array} \right\} \\ 0 & \text{otherwise} \end{cases} \quad (4)$$

$$\begin{aligned} w &= f(\text{current\_time}, \text{start\_time}, \text{end\_time}) \\ &= \begin{cases} 1 - \frac{\text{start\_time} - \text{current\_time}}{\text{start\_time} - \text{waiting\_threshold\_time}} & \text{if} \left( \begin{array}{l} \text{current\_time} > \text{waiting\_threshold\_time} \\ \wedge \text{current\_time} \leq \text{start\_time} \end{array} \right) \\ 1 - \frac{\text{current\_time} - \text{start\_time} \wedge \text{end\_time} - \text{start\_time}}{\text{end\_time} - \text{start\_time}} & \text{if} \left( \begin{array}{l} \text{current\_time} > \text{start\_time} \wedge \\ \text{current\_time} < \text{end\_time} \end{array} \right) \\ 0 & \text{if} \left( \begin{array}{l} \text{current\_time} \leq \text{waiting\_threshold\_time} \\ \vee \text{current\_time} \geq \text{end\_time} \end{array} \right) \end{cases} \end{aligned} \quad (5)$$

$$\text{final\_recommendation\_function} \left( \begin{array}{l} \text{current\_time}, \\ \text{start\_time}, \\ \text{length}, \\ \text{nominal\_recommendation} \end{array} \right) \quad (6)$$

FIG. 7

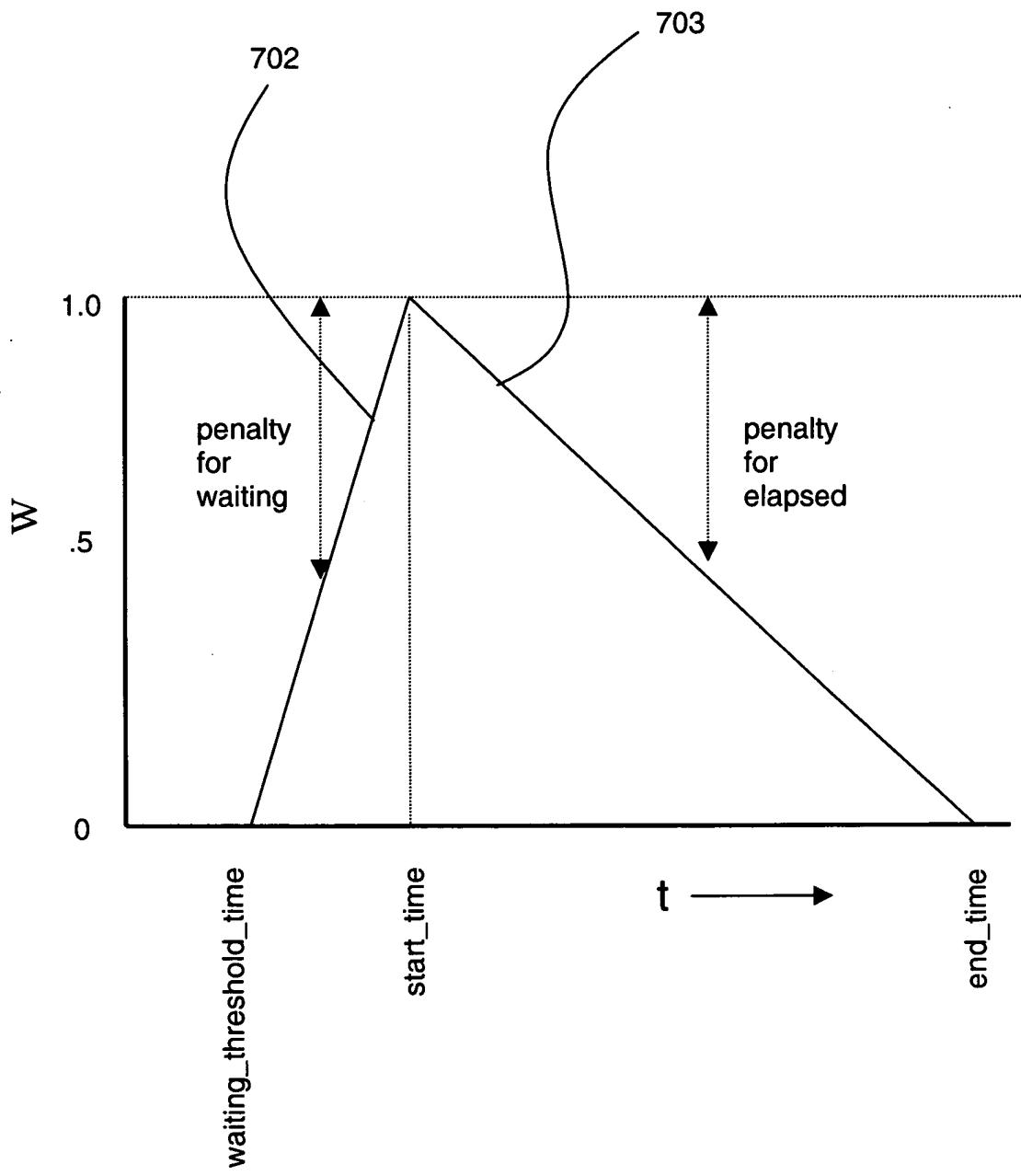


FIG. 8A

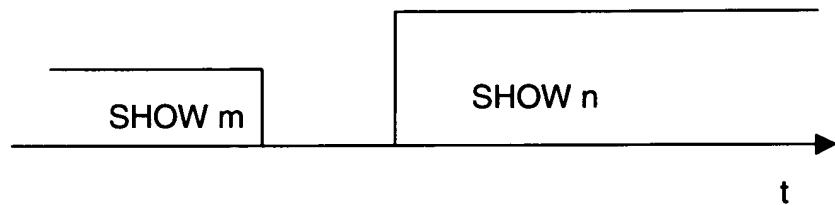


FIG. 8B

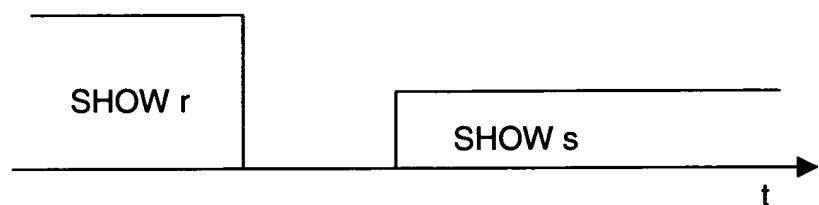


FIG. 9A

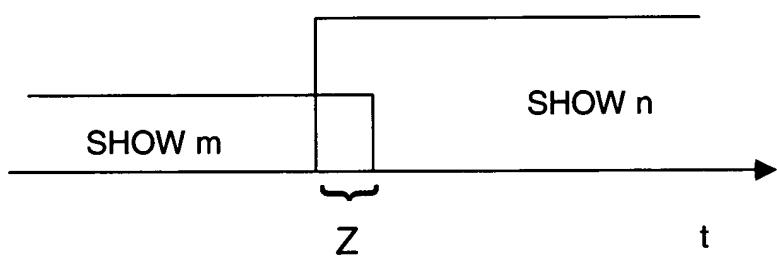


FIG. 9B

